

Describing the Components that Support Data Quality

Data Quality transforms are supported by several components in the architecture of Data Services.

Country-specific engines process Australian, Canadian, Japanese, and USA address data. An EMEA engine processes European data, and the Global Address engine processes the additional ISO countries.

The Job Server processes European addresses using the Global Address Cleanse transform. It provides access to detailed address line information for most European countries.

Cleansing Packages improve Data Services ability to accurately process various forms of global data by including language-specific reference data and parsing rules.

Cleansing packages work with rule files to identify and parse name, title, and firm data. They contain entries for words and phrases. Each entry specifies how the word or phrase might be used. You can tailor a cleansing package to better suit your needs.

Directories are used to define how to cleanse address data. Optional USA directories are available for specialized address data. The US Postal Service requires the software disable itself when a user attempts to use expired US directories.

Data Quality Transform Overview

Data Quality Transforms Data Quality transforms are used to improve the quality of your data. They are used to parse, standardize, cleanse, enhance, match, and consolidate data. The following Data Quality transforms are available on the Transforms tab of the Local Object Library:

Table 11: Data Quality Transforms

Transform	Description
Associate	Works downstream from Match transforms to provide a way to combine, or associate, the match results by using the Match transform-generated Group Number fields.
Country ID	Parses input data and then identifies the country of destination for each record.
Data Cleanse	Identifies, parses, standardizes, and enhances name, title, and firm data, phone numbers, Social Security numbers, dates, and e-mail addresses. Assigns gender, adds pre-names, generates Match standards, and creates personalized greetings. Can also be used for international, operational, and product data.
Global Address Cleanse	Identifies, parses, validates, and corrects global address data, such as primary number, primary name, primary type, directional, secondary identifier, and secondary number.